

SECURITIES & EXCHANGE COMMISSION
Office of International Corporate Finance
Division of Corporation Finance
450 Fifth Street, N.W.
Mail Stop 3-2
Washington D.C. 20549
U.S.A.

SUPPL

Madrid, 4 October 2006

# FOLL WAS THE GARDS

b. 121 cl 91 100 100

G3A135531

Dear Sirs,

Re: CORPORACION MAPFRE, S.A., File number 82/1987

Enclosed is a copy of the information recently sent to the Comisión Nacional del Mercado de Valores, submitted to you in order to maintain our exemption pursuant to Rule 12g3-2 (b) under the Securities Exchange Act of 1934. We also confirm that the Schedule of Information included in our letter of 9 September 1991 has not changed.

Yours truly,

PROCESSED
OCT 2 6 2008
THOMSON
FINANCIAL

Luigi Lubelli Finance Director

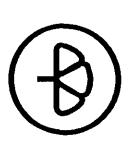
Reg. Merc. de Madrid, Tomo 307, Libro 0, Folio 94, Sección 8, Haja M-6152 - CIF A-08/055741

# **MAPFRE: On the Road for Growth**

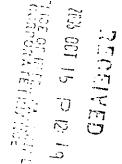
Merrill Lynch Banking & Insurance CEO Conference 2006

DOMINGO SUGRANYES
EXECUTIVE VICE CHAIRMAN
CORPORACIÓN MAPFRE

London, 3rd October 2006







MAPFRE and its new Corporate Structure

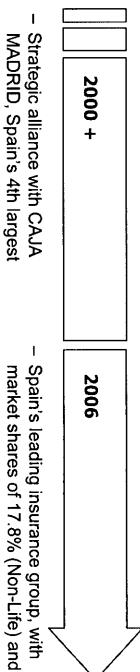
MAPFRE AUTOMÓVILES: profile and outlook

AMÉRICA OPERATING UNIT: profile and outlook





# MAPFRE has experienced remarkable growth over the last 5 years…



30th May 06
Announcement of the Corporate Reorganisation

- MADRID, Spain's 4th largest financial institution

   Position strengthened in key sectors through several niche acquisitions (FINISTERRE, MUSINI, QUAVITAE)
  - market snares of 17.8% (Non-Lite) an 9.5% (Life)

     Strongest brand name and widest distribution network of any Spanish



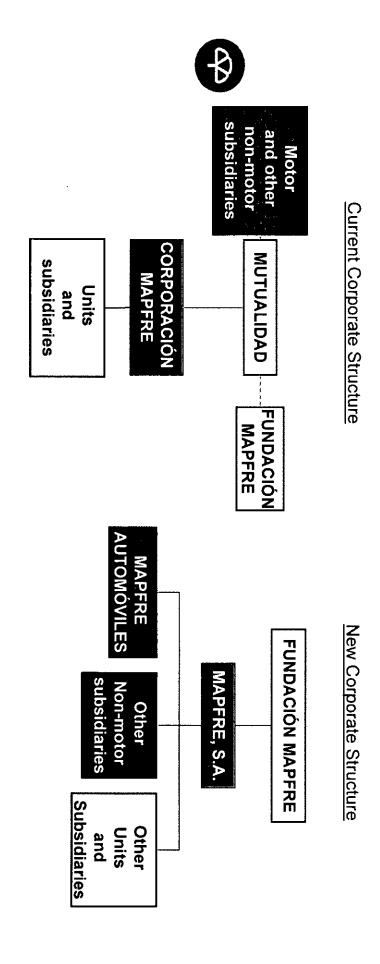
- 2nd largest Non-Life insurer in Latin America, present in 12 countries
- Sustained profitability of the Reinsurance operations
- Solid financial strength ratings: 'A+/positive outlook' by AM Best and 'AA/stable outlook' by Standard & Poor's
- New expansion areas (Assistance world-wide; health insurance, services for the elderly)
- Wide-ranging restructuring of the distribution network

+ 3.3 p.p. increase in market share 22.1% CAGR in net profit



# ...and is now adopting a new corporate structure

- All of the Group's activities and entities will be integrated under the listed holding company CORPORACIÓN MAPFRE, which will be renamed as MAPFRE S.A.;
- FUNDACIÓN MAPFRE will hold the majority control of MAPFRE S.A.



MAPFRE submits itself entirely to the discipline and scrutiny of the market, increases considerably its market capitalisation and enhances its financial flexibility.



#### Proposed Corporate Reorganisation Transaction Highlights



finalise in Q1 2007 pre-emption rights: increase without with a capital The process will

- an in-kind tranche reserved for FUNDACIÓN MAPFRE which will the businesses previously held by MAPFRE MUTUALIDAD receive 960,577,530 new shares (after the 5 x 1 split) in exchange for
- a cash tranche reserved for MAPFRE MUTUALIDAD, which will delivered to mutual members subscribe for 120,243,103 new shares (after the 5 x 1 split) that will be



**Equity Fund:** in the Mutual receive their stake Members will

€383.7 million, in cash or in newly issued shares, to be distributed shares (after the 5x1 split) or €73.4 in cash. A vast majority is likely to opt for shares among 5,227,961 members. Each member will receive either 23

are expected to increase, reflecting: **ROE and EPS** 

- the high return on premiums and required capital of MAPFRE AUTOMÓVILES (expected to earn a net profit of €275 million in 2007)
- the growth in the attributable profit of the remaining contributed companies, which will make up over 10% of the added profits in 2007

Completion is expected in early 2007 (1)

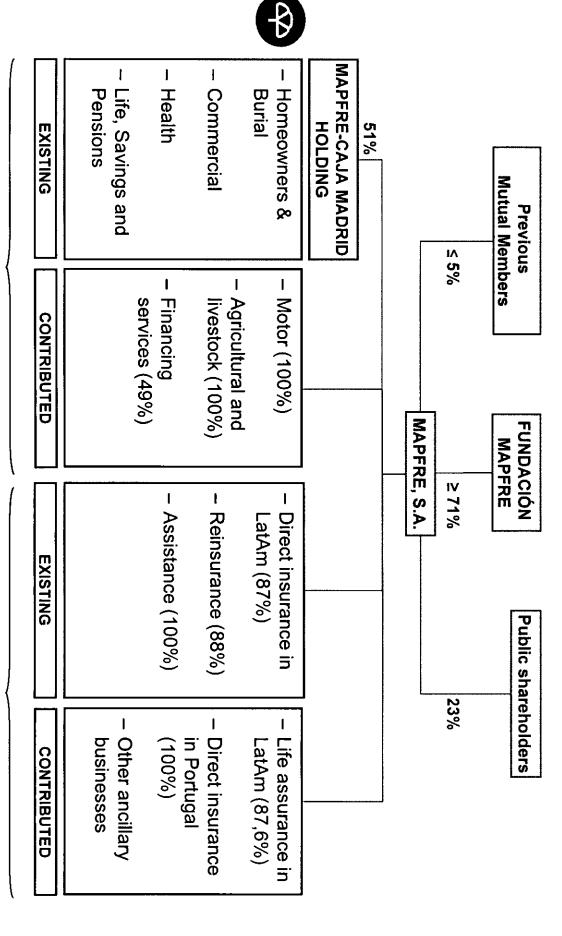




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#### (A) MAPFRE

# New Corporate Structure and expected Ownership



**DOMESTIC BUSINESS** 

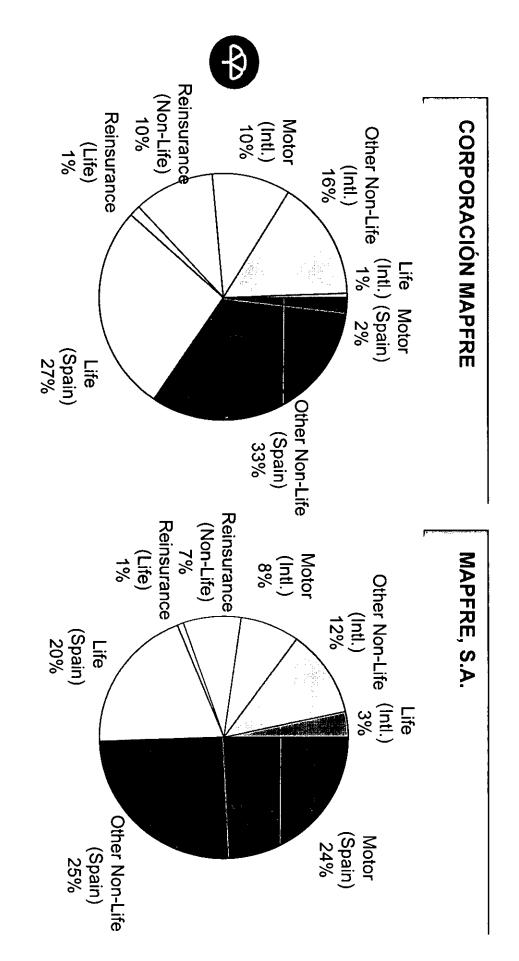
INTERNATIONAL BUSINESS



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### Premiums breakdown<sup>(1)</sup>

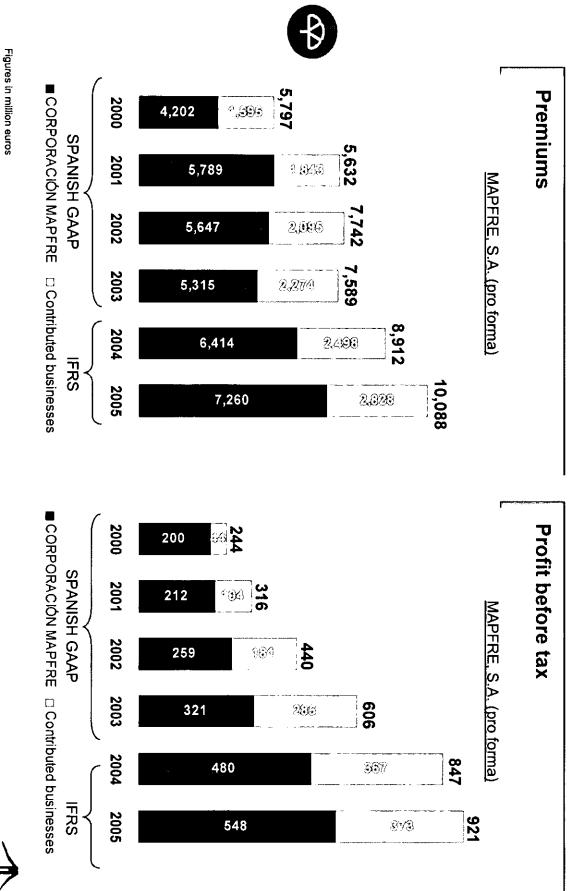


Greater diversification through the contribution of low risk businesses



#### MAPFRE

# MAPFRE has delivered consistent growth...



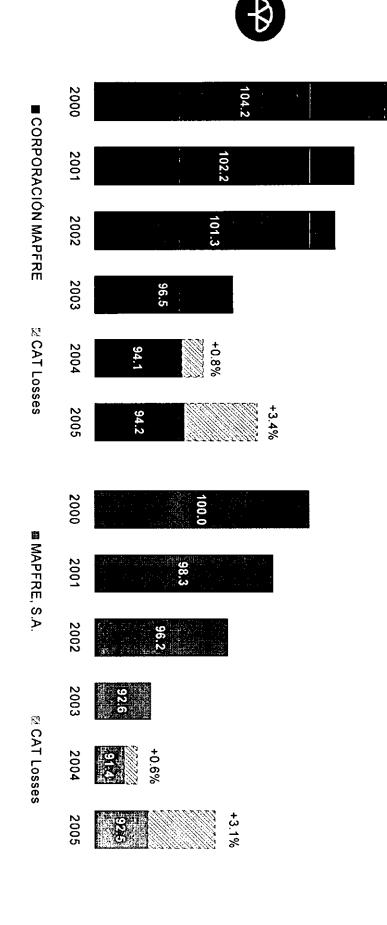




# ... and consistently improving technical results

#### **CORPORACIÓN MAPFRE**

MAPFRE, S.A. (pro forma)



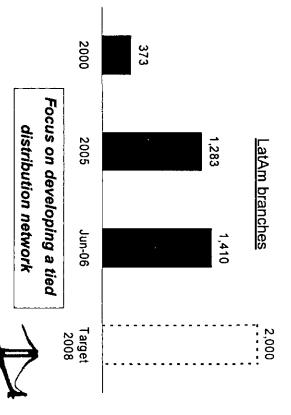


### The MAPFRE NETWORK in Spain

- 2,861 MAPFRE branches, 1,902 CAJA
   MADRID branches
- Extensive complementary networks
- Outstanding customer focus and quality of service
- Strong agents' loyalty
- Control over costs: distribution and operating costs ratio consistently below market benchmark
- Exceptionally low customer rotation: (only 10% of customers do not renew their policies vs. 18% for the market)
- Wide-ranging restructuring implemented in 2005 to improve efficiency and boost cross selling

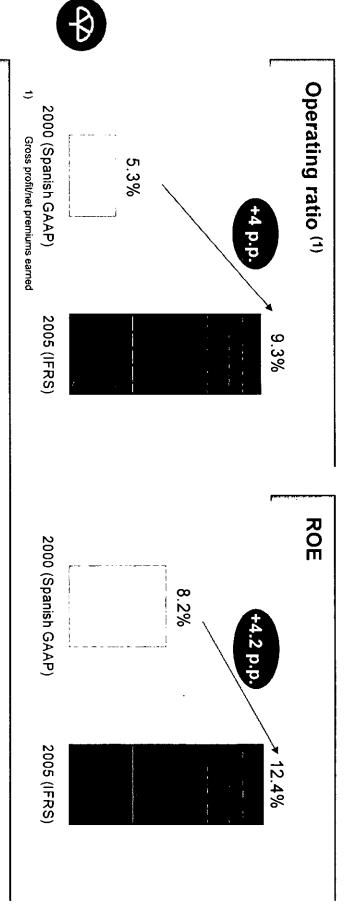
### Network expansion in LatAm

- Stronger control of distribution
- Greater proximity, a better service
- Larger weight of retail customers
- Higher customer and sales force loyalty
- Cost reduction and a greater control over expenses
- Enhanced results stability



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# MAPFRE has continuously improved its profitability over the recent years



### Going forward MAPFRE is focusing on...

- Further improving combined ratios in foreign operations
- Adopting an internal capital model and introducing RORAC for performance measurement
- Whenever value-creating acquisition opportunities arise, using more debt in the total funding mix, within prudent limits



#### MAPFRE

#### **Dividends**

- Over the last five years:
- Dividends have grown at a CAGR of 12% in absolute terms
- The payout has been in the region of 30% (although no reference level was set)



 As organic and external investments are expected to continue, special dividends or share buybacks are unlikely over the foreseeable future



### Growth platform for the next years

- Organic growth is our primary target:
- Maintain above-market average growth rates
- Re-focus and expand distribution networks in Spain and Latin America
- The new Corporate Structure provides a greater financial strength and enhances business stability



- On this basis, MAPFRE foresees that in the long term it has the potential to:
- Become one of the five largest Non-Life insurers in Europe
- Achieve a leading position in Non-Life in Latin America and accelerate its expansion into the US and the Far East
- Rank among the leading European reinsurers and leadership in Assistance aim for global

The whole Group will focus on increasing shareholder value creation



MAPFRE and its new Corporate Structure

MAPFRE AUTOMÓVILES: profile and outlook

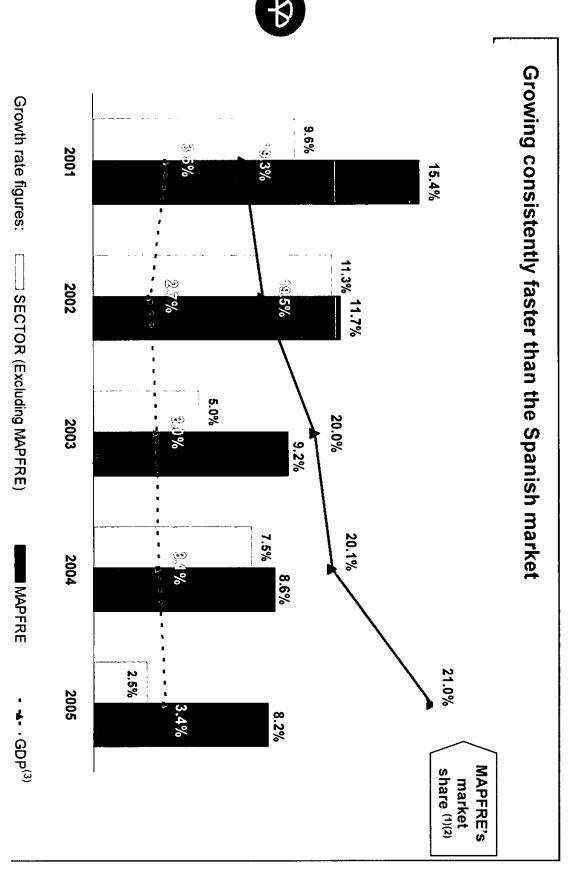
AMÉRICA OPERATING UNIT: profile and outlook





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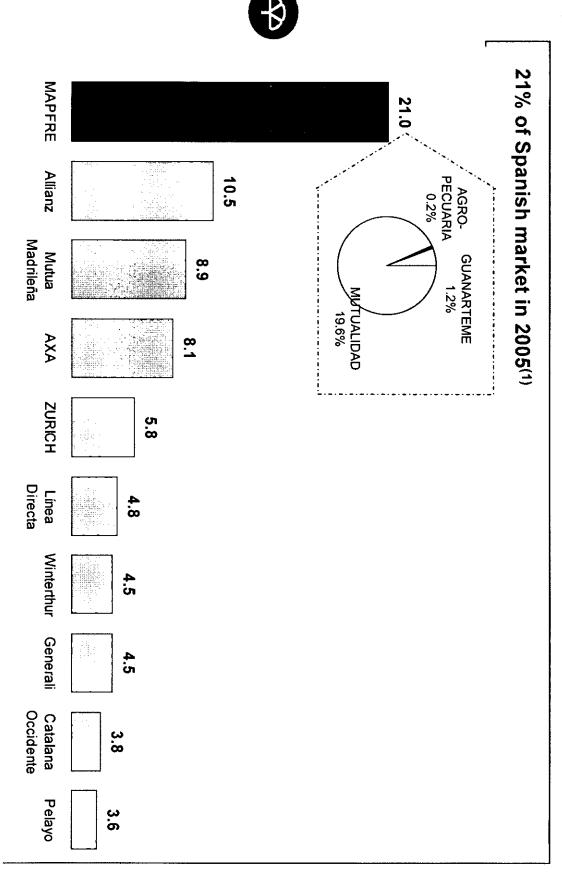
Source: DGSFP, ICEA.
Includes Motor premiums in Spain for MAPFRE MUTUALIDAD, MAPFRE AGROPECUARIA, MARES (until 2003) and MAPFRE GUANARTEME Source: INE

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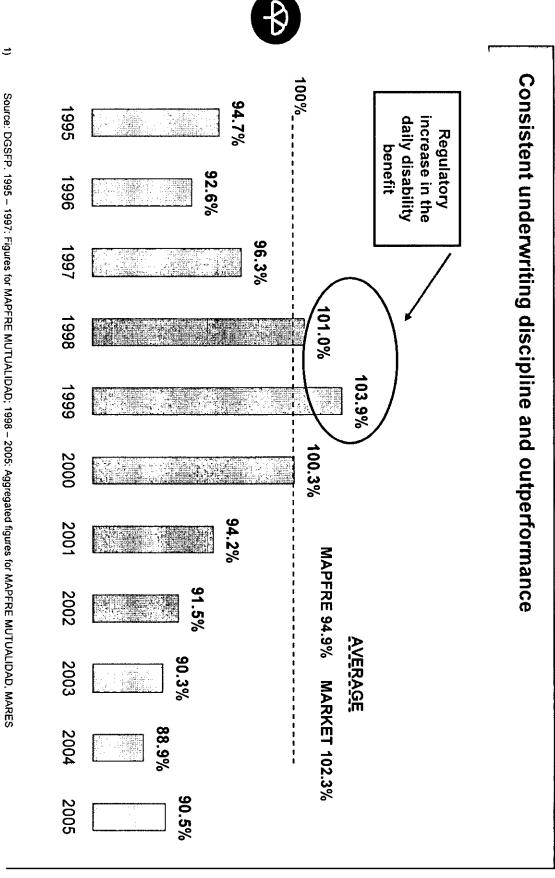


Ranking by insurance groups based on total Motor GWP: 2005 figures. Source: ICEA

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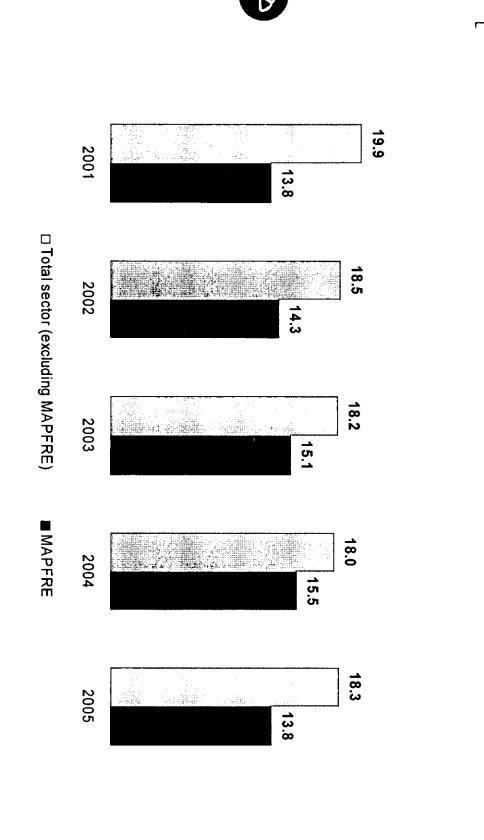


Source: DGSFP. 1995 – 1997: Figures for MAPFRE MUTUALIDAD; 1998 – 2005: Aggregated figures for MAPFRE MUTUALIDAD, MARES and MAPFRE AGROPECUARIA



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Expense ratio 4.5 p.p. below market average

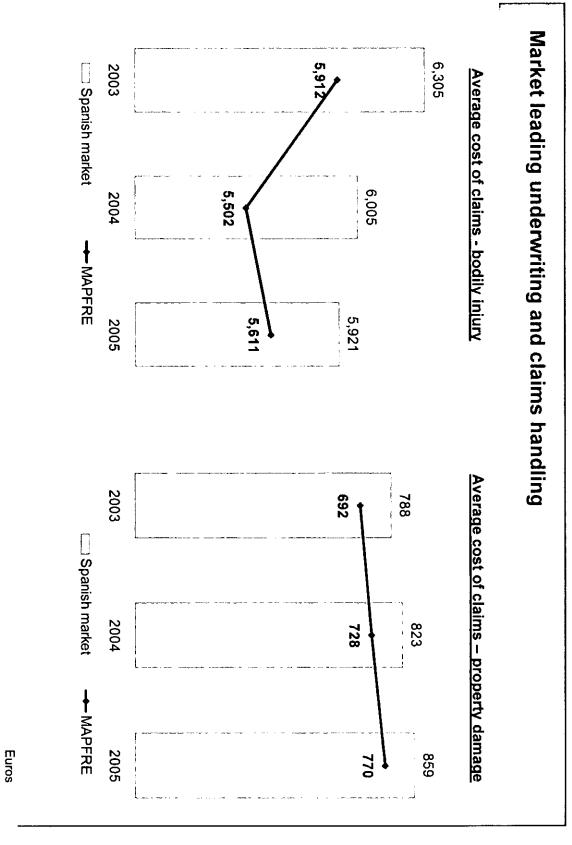


<sup>20</sup> 

As a % of net premiums earned. Source: DGSFP, ICEA 2001: figures for MAPFRE MUTUALIDAD, MARES and MAPFRE AGROPECUARIA. Figures under Spanish GAAP.







Source: UNESPA; MAPFRE



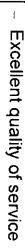
Recurring positive run-off

Five years later	Four years later	Three years later	Two years later	One year later	Year end	
100.7	101.0	101.0	101.9	101.9	100.0	2000
	96.5	96.8	97.4	99.0	100.0	2001
		95.5	95.6	96.3	100.0	2002
			94.7	95.7	100.0	2003
				97.5	100.0	2004
					100.0	2005



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advantages Best practices underpin our competitive



- The MAPFRE Network
- 8,000 policies sold) **Linea MAPFRE AUTOS** (>8 million calls handled in 2005,
- Online quotes



(P) MAPFRE

- High degree of specialisation and internalisation of claims management
- 100% of appraisals by own staff
- 50% of appraisals done at MAPFRE's drive - in centres



























FUNDAMENTALS

TECHNICAL













Expense ratio 4.5 below the market о О

Segmentation

Differentiation

Wide product range

**PRODUCT** 

Innovation

Scale economies





SALES







Cutting-edge

Decentralised

Simple

### A profile of MAPFRE AUTOMÓVILES: Best practices underpin our competitive advantages

#### **CESVIMAP**

- Research and training centre on repair methods for vehicles damaged in car accidents
- 14,100m² of facilities in Avila, with a crash test centre
- Collaboration with car makers
- Centres in Latin America and France
- Develops car repairs know how and makes it available to MAPFRE

- Deeper knowledge of underwritten risks
- Complexity and cost of repairs reflected in tariffs
- Accurate damage adjustment times, checked against AUDATEX<sup>(1)</sup> (repairs) or internal (paint) guidelines
- Stricter control of the structure of vehicle damage claims costs
- Better service



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### Key figures (pro forma)

	2005	2004	% 05/04
Gross written and accepted premiums	2,291.1	2,156.4	6.2%
Net premiums earned	2,197.9	2,088.6	5.2%
Underwriting result	221.3	262.0	-15.5%
Net financial income	146.5	81.0	80.9%
Other business activities	16.1	37.2	-56.7%
Gross result (1)	383.9	380.2	1.0%
Net result	258.7	255.9	1.1%
Fixed assets	285.8	255.3	11.9%
Investments and cash	2,529.6	2,058.7	22.9%
Technical reserves	2,266.8	2,064.1	9.8%
Non-life loss ratio <sup>(2)</sup>	76.7%	73.4%	
Non-life expense ratio <sup>(2)</sup>	13.8%	15.5%	
Non-life combined ratio <sup>(2)</sup>	90.5%	88.9%	



ی ی Result before taxes and minority interests Ratios as a % of net premiums earned

#### Strategy & Outlook

- Boost the development in large urban areas through:
- The opening of 50 new RED MAPFRE branches in Madrid and another 45 in Catalonia to 2008
- The launch of new products, designed specifically for urban customers
- Greater personalisation of tariffs



- Maintain the already excellent technical result based on:
- The further adjustment of tariffs to the risk profile of its customers
- The application of tariff increases no lower than inflation
- The positive impact on claims frequency of the introduction of points system for driving
- Provide a comprehensive offer of complementary services to insurance
- Building on the distinctive competitive advantages represented by the market's strongest response times writers by offering the best on-line services, highly personalised tariffs and immediate brand awareness and widest distribution network, compete on an even footing with direct



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#### Today's agenda



MAPFRE and its new Corporate Structure

MAPFRE AUTOMÓVILES: profile and outlook

AMÉRICA OPERATING UNIT: profile and outlook



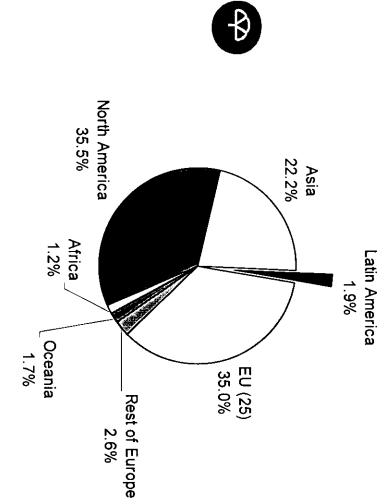


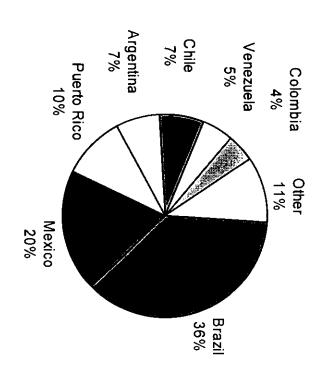
### A profile of the AMÉRICA OPERATING UNIT Latin American markets at a glance



Overall premium volume in Latin America reached USD 65 bn in 2005

7 countries concentrate the business with Brazil and Mexico accounting for 56% of premiums





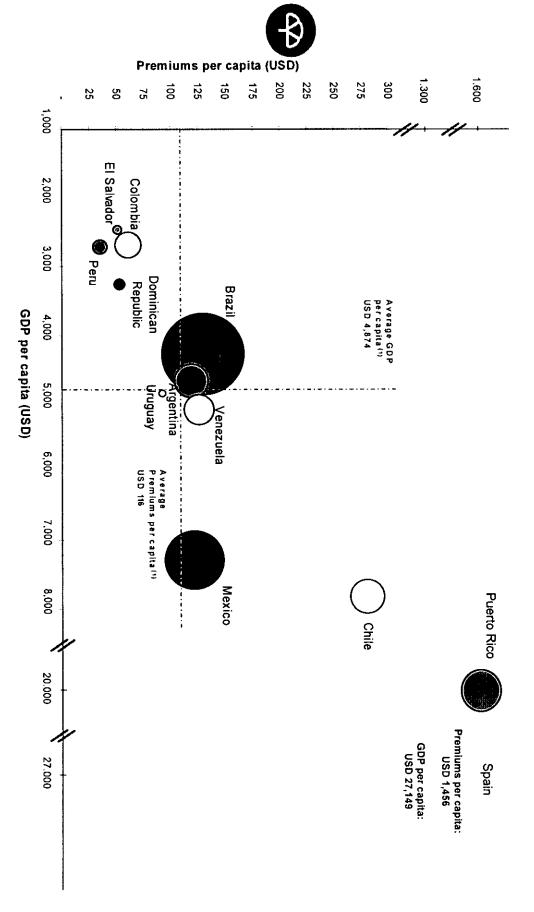


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Source: own calculations using SIGMA and Fundación MAPFRE Estudios data. Figures as at December 2005

### A profile of the AMÉRICA OPERATING UNIT Latin American markets at a glance





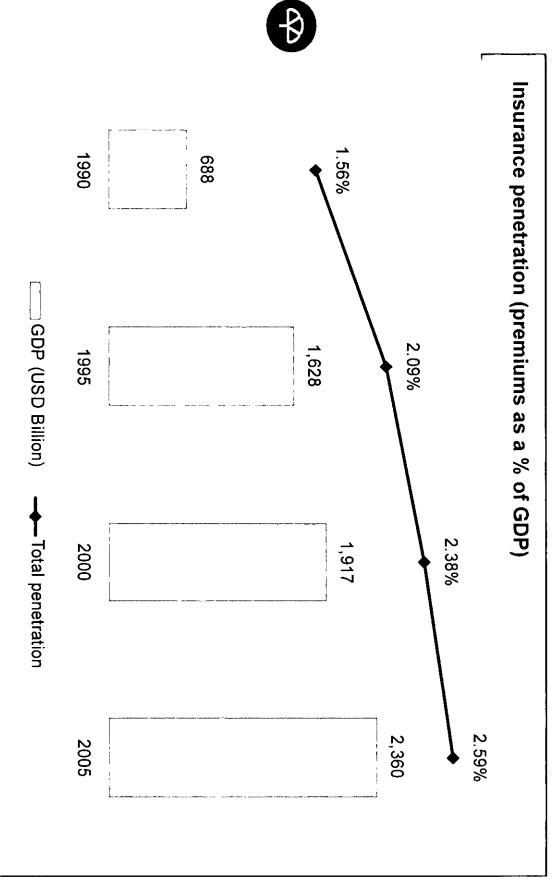
(1) Puerto Rico and Spain are not included in the average GDP and Premiums per capita figures Source: Own calculations using SIGMA and Fundación MAPFRE Estudios data

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### A profile of the AMÉRICA OPERATING UNIT Latin American markets at a glance



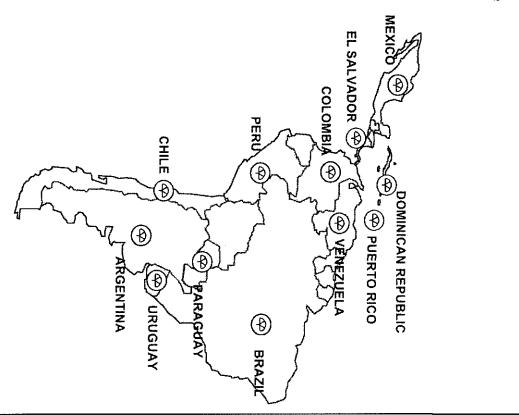


Source: Own calculations, based on figures from Argentina, Brazil, Chile, Colombia, El Salvador, Mexico, Paraguay, Peru, Puerto Rico, Uruguay and Venezuela



### Description and geographical presence

- MAPFRE first established a presence in Latin America in 1983
- At present it operates in 12 countries through:
- MAPFRE AMÉRICA, the holding company for the Non-Life insurance subsidiaries;
- MAPFRE AMÉRICA VIDA, the holding company for the Life assurance subsidiaries.
- MAPFRE AMÉRICA and MAPRE AMÉRICA VIDA share the same Board, management team, premises and distribution networks in order to strengthen the brand, maximise effectiveness and minimise costs.

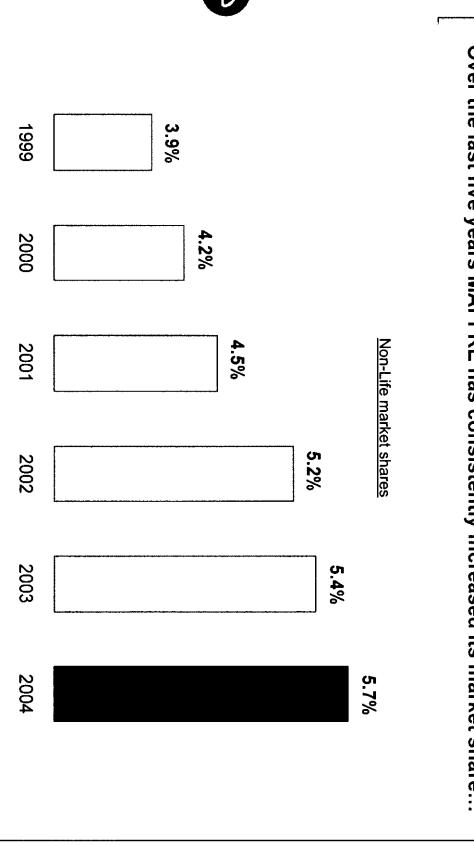






# A profile of the AMÉRICA OPERATING UNIT

Over the last five years MAPFRE has consistently increased its market share...





<sup>1)</sup> Non-Life market shares corresponding to the countries in which MAPFRE operates. Source: Fundación MAPFRE Estudios

#### **MAPFRE**

# A profile of the AMÉRICA OPERATING UNIT

LIBERTY Mutual Grupo Nacional SUL AMERICA Porto Seguros ... becoming the #2 in Non-Life and the #6 overall BRADESCO Provincial MAPFRE ZURICH 2.8% 2.8% Non-Life 5.5% 7.3% **Grupo Nacional** BRADESCO Provincial TRIPLE-S METLIFE MAPFRE ZURICH []2.1% ING (1) ITAÚ AG Total Life & Non-Life 2.9% 3.9% 4.3% 5.5% 6.4%

Latin American figures published in ING's 2004 annual report, do not include premiums for €778 million corresponding to its 49% shareholding in Sul América Source: Fundación MAPFRE Estudios: the figures correspond to the countries in which MAPFRE operates in direct insurance



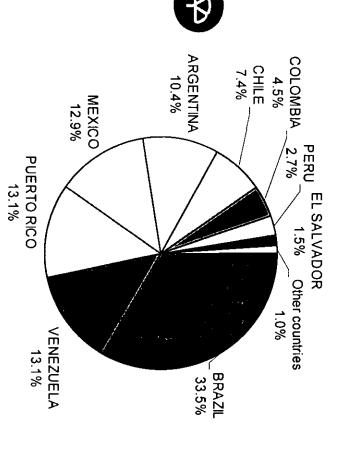
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# A profile of the AMÉRICA OPERATING UNIT



#### **Premiums Breakdown**

Results Breakdown (1)



	2000	2005	CAGR
BRAZIL	2.8	17,7	45.1%
VENEZUELA	13.0	29.3	17.6%
PUERTO RICO	12.8	24.8	14.2%
MEXICO	6.6	11.7	12.3%
ARGENTINA	1.4	7.5	40.6%
Other countries	-15.5	4.1	n.a.

Result before taxes and minority interests

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# A profile of the AMÉRICA OPERATING UNIT

	2005	2004	% 05/04
Gross written and accepted premiums	1,945.3	1,480.1	31.4%
Gross result (1)	96.5	66.5	45.1%
Net result	110.3	51.2	115.4%
Equity	866.6	588.5	47.3%
Non-life loss ratio <sup>(2)</sup>	68.2%	67.1%	
Non-life expense ratio <sup>(2)</sup>	34.8%	34.1%	
Non-life combined ratio <sup>(2)</sup>	103.0%	101.2%	
ROF	15.2%	8.9%	

Result before taxes and minority interests
 Ratios as a % of net premiums earned

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 $<sup>\</sup>overleftrightarrow{}$ 

### Strategy and Outlook A profile of the AMÉRICA OPERATING UNIT:



#### Distribution

To continue with the expansion of the tied distribution network and the development of complementary distribution channels (agreements with banks, retail chains, etc.)

#### Boost personal lines

results To boost personal lines to gain greater control over marketing, raise customer loyalty and achieve growing and more stable



#### Grow...

- Focus on organic growth, on the back of the potential of these countries and of our scope for improvement
- Interest in acquisitions, particularly in countries with greater growth potential such as Mexico and Brazil

#### ...profitably

To significantly improve profitability, progressively approaching the levels achieved in Spain



### **Investor Relations Department**

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underlying tendencies on which the mortality and morbidity tables used in Life and affect the competitiveness of insurance products and services; changes in the changes in the legal framework; changes in monetary policy; circumstances which may economic environment in general in those countries where the Company operates. the following are worth highlighting: the evolution of the insurance market and of the estimates, which are subject to a high degree of uncertainty, and that, due to multiple achievement of its targets or estimated results. The recipients of this information must the issuer in any way. The information about the plans of the Company, its evolution, impact of future acquisitions rates and exchange rates; risks associated with the use of derivative instruments; the reinsurance and general insurance, as well as to life insurance; variations in interest Health insurance are based; frequency and severity of claims insured, with respect to factors, future results may differ materially from expected results. Among such factors be aware that the preparation of these forecasts is based on assumptions and represent a guarantee with respect to the future performance of the Company or the its results and its dividends represents a simple forecast whose formulation does not interpreted as, an offer or an invitation to sell, exchange or buy, and it is not binding on This document is purely informative. Its content does not constitute, nor can it be

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